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Категория «Интернет-маркетинг» в институциональном дискурсе: контент-анализ веб-страниц

Статья посвящена количественному анализу элементов контекстов употребления концепта «Интернет-маркетинг» в сети Интернет. Автором проведена содержательная интерпретация фрагментов контекстов употребления концепта, определена их частотность, с целью последующего определения институциональной направленности исследуемого дискурса. Основным методом, позволивший провести такое исследование, стал контент-анализ.

The "Internet marketing" category in the institutional discourse: content analysis of web pages

Since 1990s marketing affects the newest information technologies for consumer communications and, as a consequence, IT terminology is incorporated into the marketing terminology. These changes are reflected by the absence of unambiguous and universally accepted definitions of terms and their redundancy. Along with the emergence of new words, pre-existing special units acquired new meanings. Russian linguist S.V. Grinyov identifies the following adverse effects in vocabulary:

- Homonymy (different interpretation of the terms by members of different schools of thought);
- Synonymy, which reaches 50% in some fields of knowledge;
- Arbitrary variation of the terms' forms;
- Unclear definitions of concepts;
- Unreasonable addition of foreign-language terms;
- Extensive use of unmotivated terms;
- The lack of scientifically based principles and models of terms formation in vast majority of fields of knowledge [2].

Whereas the consequence of these negative phenomena is that in modern linguistics a comprehensive review of the communicative situation became essential for cognition of the language. Hence the necessity to define the range of possible contexts of use the "Internet Marketing" category and to measure their quantitative representation.

This article demonstrates the use of web resources regarding the content analysis of the contexts of using the category "Internet Marketing". For the purpose of the research, search engine with a special program called "spider" or "crawler" was used. This program inventoried available resources throughout the network, and simultaneously meets several requirements:

- Consideration of grammatical peculiarities of the Russian language;
- Sorting search results in accordance with their relevance;
- Displays the total number of pages (occurrences), found on the requested topic;
- High speed.

Based on these requirements, Google search engine was selected – one of the most voluminous databases in the world (more than 3 billion pages).

With regard to the search request, it is important to shape precise word request to cover as much as possible all the available information, and on the other hand – to avoid the irrelevant results. Thus, it can be concluded that the study needed web pages containing the phrase formed with lemmas "marketing", "internet", "information", "technology", as well as abbreviations "web marketing", "IT marketing», «IT-marketing", etc. Consequently, the search request was: "Internet Marketing OR IT marketing." Operator «OR» is used to find pages that contain at least one of the words. Search results were automatically sorted by relevance.

In total 38.5 million Web pages were found (the search was implemented in January, 2017). Then every hundred thousandth e-mail address was selected, so the final list included 385 addresses. But 64 pages were excluded, of which 16 (4.2%) were repeats, 48 (12.5%) did not contain the term "Internet Marketing". As a result, 321 documents were used for analysis.

The analysis was conducted in two phases: the first phase was to identify the context of using the term "Internet Marketing", the second – to determinate the context frequency. Selected types of contexts present the categories – generalized elements with similar meaning. Thus, the procedure of the context construction can be reflected in the scheme: "the Web page text" – "context's elements" – "context" – " group of contexts". Results of the first stage are shown in Table 1.

Table 1 – Types of contexts with description

Type	Elements
1. Academic contexts	
1.1. General context (In general context the term is seen as a generalizing concept, which is not associated with any separate areas)	1.1.1. A definition or a clarification of the notion
	1.1.2. A description or reference to research
	1.1.3. Using the term in titles of textbooks, dissertations, lectures and scientific journals
1.2. Economic research context	1.2.1. "Internet marketing" as an object of the seminars, conferences, forums, plenary sessions, etc

2. Publicistic contexts	
2.1. Economic context	2.1.1. "Internet marketing" is associated with an increase in revenues and profits of enterprises
	2.1.2. "Internet marketing" is used as a method of promotion on the market
2.2. Advertising context	2.2.1. "Internet marketing" is associated with advertising on the Internet
2.3. Technological context	2.3.1. "Internet marketing" is associated with the creation of new technologies and software products
2.4. Labour context	2.4.1. "Internet marketing" is used to form the names of professions
	2.4.2. A job description of "Internet marketing" professionals
2.5. Educational context	2.5.1. "Internet marketing" is associated with the acquisition of professional skills
2.6. Managerial context	2.6.1. "Internet marketing" is associated with the strategic planning at the enterprise
	2.6.2. "Internet marketing" is associated with the establishment of new departments in the enterprise
2.7. Institutional context	2.7.1. "Internet marketing" is used as a name of industry or market

The second stage is content analysis. The unit of account was a piece of text, namely: scientific articles and abstracts, chapters from monographs and textbooks, names of journals, titles of articles and lectures, advertisements, etc. The results of the content analysis are presented in Table 2.

Table 2 –Context percentage, %

Context percentage, %		
Contexts	Share	Total
Academic		
General	9,33	12,00
Economic research	2,67	
Publicistic		
Economic	37,33	88,00
Advertising	14,67	
Technological	8,00	

Labour	13,33	
Educational	4,00	
Managerial	6,67	
Institutional	4,00	
Other	5,33	
Total	100,00	

Table 2 shows the prevalence of "economic" and "advertising" contexts in total quantity of publicistic contexts (37.3% and 14.7%, respectively). This is not surprising due to definition, which was given by the Federal Tax Service: "Marketing" is considered as a business activity that controls movement of goods and services from producer to consumer [4].

It should be noted that the discourse has "technical" and "labor" orientation: 8% of contexts are "technological", and 13.33% are "labor". In contrast, the number of academic contexts reached only 12%. The "general" context dedicated to the study of "Internet marketing" in general reaches 9.33%.

The obtained findings indicate that the problems of implementation and effectiveness of online marketing is widely discussed in business circles and in the public discourse, but not in the scientific community.

The "Internet Marketing" discourse is a special type of institutional discourse, formation, which includes fragments of the business, advertising and scientific discourse, reflecting different aspects of verbal communication in the field of marketing theory and practice.

First and foremost, the language of progress and informatization is the language of technical domain, but often such terminology penetrates into areas of social life. However, this lexical nearness is illusory, since only experts know the exact meaning of these terms.

Therefore, it seems necessary to problematize the "Internet marketing" category as a scientific concept – to give a clear definition of this phenomenon and create evaluation criteria because fairly wide range of meanings, which social actors attach in the concept, can provoke the appearance of so-called "semantic scissors" when using the same term interlocutors actually talk about different things.

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Образ тени в сказке А. фон Шамиссо «Удивительная история Петера Шлемиля»

В данной статье произведён анализ образа тени в сказке писателя немецкого романтизма Адельберта фон Шамиссо «Удивительная история Петера Шлемиля». Главный герой предпочёл богатство своей тени, потеряв которую столкнулся с такими проблемами как непонимание и одиночество. Сделан вывод, что тень в исследуемом художественном произведении символизирует человеческое достоинство.